



SEO FOR GROWTH MARKETING



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According to Healthdirect,

84%

of Australians are heading
online to find health-related
information before they turn
to a medical professional.

This means you need to ensure that you are in front of potential patients or clients when they turn to online searches

Search Engine Optimisation (SEO) involves constantly tweaking and updating your site to ensure that it looks appealing for both Google and users alike.

Here are some of the
main ways you can
appear in patient's
searches:

Be found for treatment, condition and business searches

When many people think of SEO, keywords are one of the first things that come to mind.

Keyword examples include:

Aortic stenosis treatment

Chiropractor

Gynaecologist North Lakes

Keywords have been a vital part of SEO strategies since search engines were first launched in the 90s. Back then, using as many keywords as possible on the page was one way to make sure you ranked. It was even common practice to include keywords, using white text on a white background, that users couldn't see but search engines could.

Now, Google has clued onto these practices and the way we use keywords is more nuanced.

Picking the right keywords for your clinic or practice is vital to ensuring that you are drawing the right kind of traffic to your site.

When selecting keywords, make sure you are targeting keywords that are relevant to what you do. Google's algorithms and its AI, [RankBrain](#), will ensure that you cannot rank for services, locations and names that do not match your business. After all, if you appear for a service you do not offer, a user is going to hit back and go to the next website, and you won't get that conversion anyway.

What do you do with the keywords? In the original days of SEO, you had to make sure your keywords appeared exactly as they were searched (chiropractor Brisbane, doctor Newcastle) for search engines to identify them.

The focus is now on making sure that keywords are used naturally throughout the site and do not appear "spammy". In other words, now the best practice is to write your content for your users rather than specifically for Google.

Educate Patients With Content

A strong [content marketing strategy](#) is especially important when it comes to capturing the attention of patients. Content doesn't just refer to pages on your website, but also to videos, infographics, images and blog posts.

Content can help to express your brand identity and stand out from your competitors, especially when shared through social media channels. By regularly posting content that is relevant to your specific services, you prove to both Google and to patients that you are active online, and you are an expert in your field. This helps build trust, resulting in higher rankings and conversion rate.

If you want to stand out online, it's important to produce content for patients in different stages of the information search. With 4 out of 5 people turning to online sources for their healthcare advice, you want to make sure that you are there from the start of their journey. What do people do when they realise it's time for an eye check, they need a physiotherapy appointment or are considering the snip? They pick up the phone, research their options, and then make a booking.

Blog posts and videos targeting broader research terms, such as 'causes of back pain', can attract those who are at the very start of their journey. This is called an informational search, as the user is searching for information. They may have just started to feel pain in their back, and are looking for possible causes. Creating a post on the top causes of back pain can draw in the user, and finishing the article with a call to action on how you can help will entice the user to get in touch.

The other kind of search you want to target are transactional searches. These people have already completed the research stage of their patient journey, and are now ready to make a booking. They are using keywords such as 'physiotherapist Brisbane' or 'back pain treatment Brisbane'. They are looking for specific businesses that can offer the services they need. By ensuring that your content matches this intent, you can turn their query into a new patient.



INFORMATIONAL SEARCH QUERIES

Queries that cover a broad topic



TRANSACTIONAL SEARCH QUERIES

Queries that indicate an intent to complete a transaction

User Experience: Make it easy for your patients

In recent years, user experience has become one of the main focuses of SEO specialists and Google. With RankBrain being used to measure how users interact with search results and use this information when determining rankings, it is more important than ever to make sure that your site is easy to use and navigate.

Ease of navigation starts in the search results. Making sure that your page titles and meta descriptions (more on this in the next paragraph) are optimised to provide the user with an overview of what the page is about will help increase your click-through rate.

Your page title appears in search results (it's the blue link that people click on to get to your page) and should contain the main keyword of the page and your business name. Your meta description appears under this (the few lines describing the content of the page) and this is where you can convince users to choose your site over your competitors.

Consider the below examples. The first example clearly displays who the website is and what they do, whereas the second has a vague meta description and spammy page title (we created this specifically for this article to highlight the difference).

FIRST EXAMPLE:

Splice Marketing: Medical Marketing Agency Australia

<https://splicemarketing.com.au>

Splice Marketing is a specialise healthcare & medical marketing agency. Learn more about our services including SEO, PPC, social and content marketing.

SECOND EXAMPLE:

SEO, PPC, Content Marketing, Social Media, Digital Marketing A..

<https://splicemarketing.com.au>

Digital marketing is important for all business and is a rapidly growing industry. There are many different ways that you can ensure your site is ...

Once the user clicks on your site, it needs to load quickly. Not only is page speed one of Google's ranking factors, but it has been found that [53%](#) of visits are abandoned if a site takes more than 3 seconds to load.

Now, we are about to get a little techy here so stick with us ...

There are several things that impact your page speed, including your server, scripts, images and cache settings.

Once your site has loaded and the user is on your site, it is important that they can find the information they need quickly and easily. Having a clear navigation is one important factor, as the less clicks it takes to find the desired information, the better. If your menu is confusing or complicated, you increase the chance that the user will choose someone else with a site that is easier to use.

Think about your website from a user perspective:

- What pages do they want to find?

- Do they want to know which services you offer?

- Do they want to see Doctor and staff profiles?

- Do you have multiple locations that they can choose from?

Once they have found the information they need, the next step is for them to make a booking. At this stage, an online booking system is important.

As people lead busy lives, they are increasingly looking to take care of healthcare needs outside of business hours.

Having an online booking system means that they can book at any time and they can also easily consult their schedules to see exactly which appointment times will work best. You should also have your phone number clearly displayed, and provide other communication options such as messaging, email and contact forms.

Knowing how your visitors interact with your site such as clicking buttons, reading content, viewing images can be achieved by adding third party tools on your website. Here at Splice Marketing we use Google Analytics, a heat mapping tool and call tracker to analyse user behaviour. These insights mean your site can be adapted to improve the user experience.

Every website and every SEO campaign is unique, so measuring specific results and making the necessary adjustments is vital.

Mobile SEO: Search on the go

With so many people using mobile devices, making sure that your site is easy to read and navigate on mobile is a must.

Google has now taken this into account when determining your site's rankings. In 2018, Google rolled out mobile-first indexing. This means that Google now looks at the mobile version of your site and how users interact with it before they look at your desktop version when deciding how you compare to your organic competitors.

77%

of people use mobile devices, especially smartphones, to search for health-related services near them.

43%

of people who are using mobile devices to search for health-related services wish that the websites were better optimised for mobile users.

63%

of organic traffic originates from mobile devices



Contact us for a **free audit** of your website including the mobile version of your site.

Be secure: SSL Certificates

SSL Certificates are the technical name for security protection on your website

SSL certificates secure personal information such as credit card details, name, and contact details on websites. SSL encryption used to be more common for shopping sites, however having an SSL certificate is now standard practice.

So how does an SSL certificate relate to SEO?

It is now one of Google's ranking factors. If you don't have an SSL certificate (shows as https) Google shows users the below warning. This warning isn't a good look. It also results in the large majority of users hitting the back button and selecting a different page.

Is your site
secure?

Does your site display
"https://" before your
website URL?

NO? Contact us today.



Your connection is not private

Attackers might be trying to steal your information from domain.com (for example, passwords, messages, or credit cards). [Learn more](#)

NET::ERR_CERT_COMMON_NAME_INVALID

Hide advanced

Back to safety

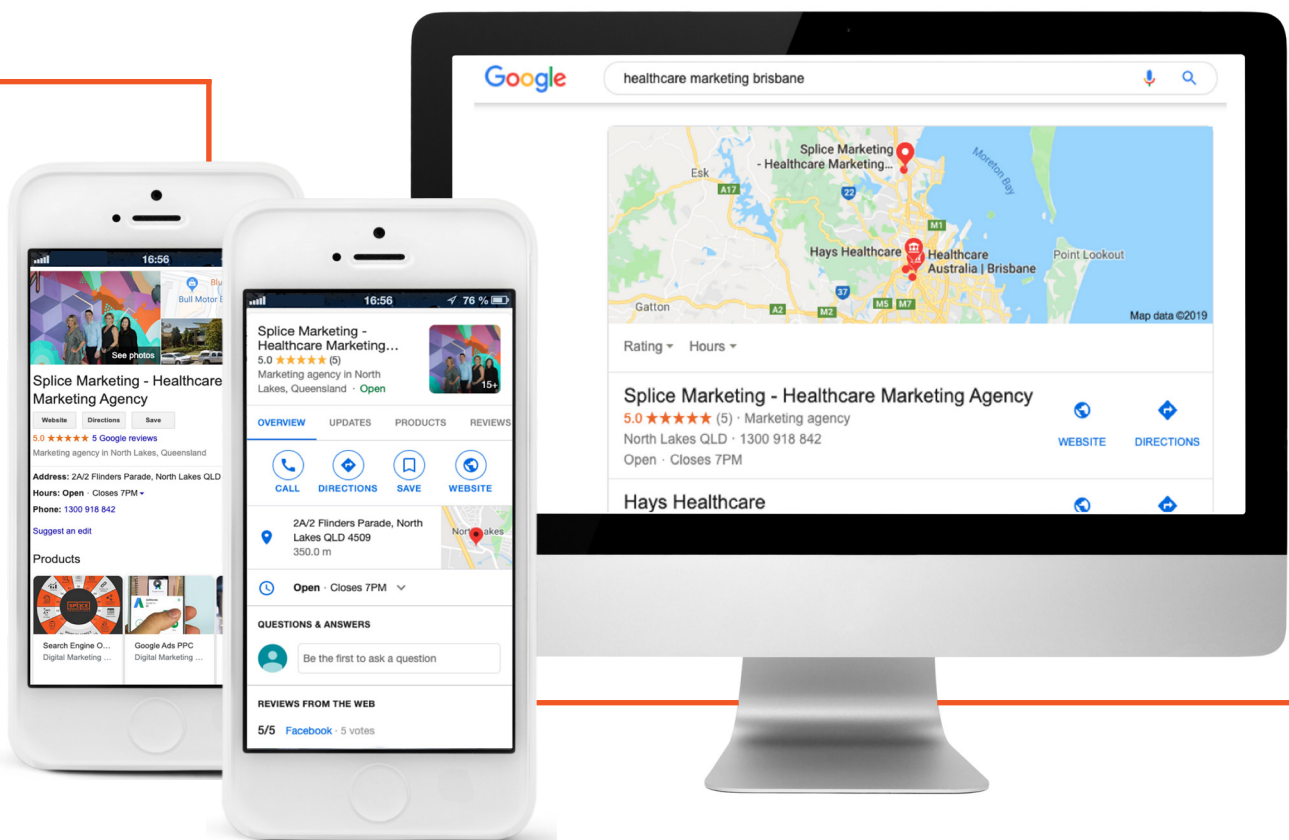
Appearing in local searches: Google My Business

Google My Business is the branded knowledge panel that appears when you search for a business name. It also allows businesses to show in the maps listings that appears in the first few search results for local services. Below is part of our Google My Business listing as it appears in both desktop and mobile searches.

Having a verified Google My Business listing is a vital part of local SEO. It allows you to display your correct business information to users, including opening hours, contact details and your social profiles. It also allows people to get directions to your clinic.

Location-based searches are important for the medical and healthcare industry, as people most often look to find providers close by their home or work. Due to most people searching from location-enabled devices, Google began to respond by showing personalised, local results. This has led to a [significant increase](#) in “near me” searches, as well as an increase in the number of searches showing the local maps pack. This is a collection of the three businesses Google deems most relevant based on the search term and location.

Not only is Google showing local results in search results more often, but these listings often display before the rest of the organic results, as you can see below.

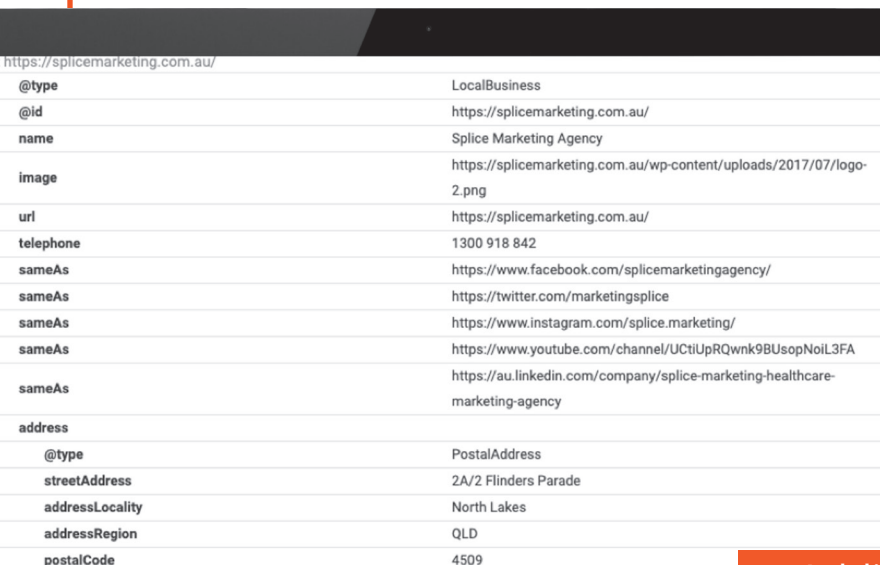


Increase your visibility: Structured Data

Structured data (also known as schema) is one method of adding code to your site to help search engines better read your page. Schema has several purposes, including clarifying your page content to Google, to allowing you to display extra features (called rich snippets, more on this below) in search results.


Local Business Schema

Local business schema is a set of code that you install in the head of your site that tells Google all about your business, including your name, website, phone number, address, coordinates, and social profiles. This information is important to help Google identify your business when it is mentioned elsewhere across the internet, even if it does not directly link back to you.



The image shows a computer monitor displaying a JSON-LD schema for a local business. The schema is a JSON object with various properties and values. The URL in the browser's address bar is <https://splicemarketing.com.au/>.

@type	LocalBusiness
@id	https://splicemarketing.com.au/
name	Splice Marketing Agency
image	https://splicemarketing.com.au/wp-content/uploads/2017/07/logo-2.png
url	https://splicemarketing.com.au/
telephone	1300 918 842
sameAs	https://www.facebook.com/splicemarketingagency/
sameAs	https://twitter.com/marketingsplice
sameAs	https://www.instagram.com/splice.marketing/
sameAs	https://www.youtube.com/channel/UCtiUpRQwnk9BUsoPNoiL3FA
sameAs	https://au.linkedin.com/company/splice-marketing-healthcare-marketing-agency
address	
@type	PostalAddress
streetAddress	2A/2 Flinders Parade
addressLocality	North Lakes
addressRegion	QLD
postalCode	4509



Adding schema to your site
is best left to the marketing
experts as it's quite technical.
Call us if you'd like some support.

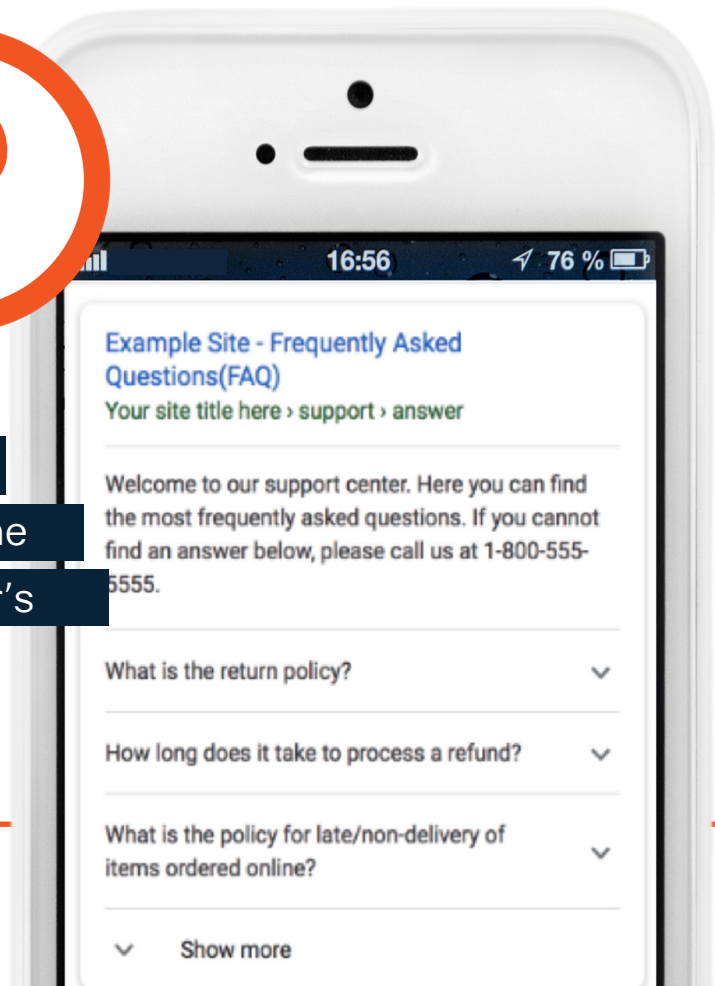
Rich Snippets

Rich snippets are additional features where Google displays your information in the search results in a way other than the standard listing.

For example, using the video Schema mark-up tells Google what the video on your page is about, and can result in the video showing in the search results for particular queries.

It can also be used to show FAQ results in the search results (as you can see below), or to highlight an event you are hosting, among others. Google is constantly releasing and revising structured data it supports, so keeping up with the trends can give you an edge over your competitors.

Rich Snippets: Additional pieces of information that Google is able to identify on the page to enhance the searcher's understanding.



Add your site to directory sites:

Backlinks and Citations

Backlinks refer to when another website posts a link that points back to your website. In doing so, they transfer some of their trustworthiness – or as us marketers say, ‘link juice’ – to your site.

In the past, it was common practice to buy backlinks to help increase your rankings. Nowadays, Google sees this as spam which can result in a manual action (which may result in your site being removed from search results).

Backlinks now are all about quality over quantity. If you can find a few high quality, relevant sites which allow you to write guest posts for them or collaborate, resulting in a link back to your site, this can have a significant impact on your rankings. This is because Google sees backlinks like a vote of confidence in your site.

Citations refers to when your name, address and phone number (NAP) is referenced online. Unlike a backlink, this does not have to link directly back to your site to contribute to your authority.

By ensuring that your website, Google My Business and schema all have your NAP details consistent, Google can then tell that the information refers to you, which can impact local rankings. The most common examples of citations are directory listings, such as True Local, Health Direct and Yellow Pages. Citations should be actively managed to ensure that they are displaying accurate information.



Backlinks are the
life support of SEO



What Next?

At Splice Marketing, we know that managing your healthcare marketing can be tough. Not only are you time-poor, but you also need to think about compliance. That is why we have compiled an eBook full of tips and tricks to help increase your organic exposure.

If this still seems overwhelming or you wish to leave it up to the professionals, get in touch with our team today. We can help you with a range of marketing services.



SEO & SEM

A strategic approach to your long-term practice and professional online growth.



COMPLIANT ADVERTISING

Advertising that gets you results, at the highest return on investment, whether it's social media advertising or Google AdWords.



SOCIAL MEDIA THAT EDUCATES

We specialise in delivering, monitoring and growing your brand across social media.



STRATEGIC MARKETING CAMPAIGNS

We will create an engaging, shareable and successful marketing campaign to drive awareness and leads to your business.



CONTENT MARKETING

Content creation that engages clients and is loved by Google – visual content, blogs, copywriting, website content, social media content.



WEBSITE CREATION AND MANAGEMENT

A patient-friendly website designed and built for the mobile-first world. Make your first impressions count.

Splice Marketing is **trusted** by ..

We deliver marketing strategies to ensure our clients achieve continuous growth.



Edwards



AlfredHealth



THE BRISBANE SPINE
CLINIC





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